

SOUTHERN

Pride

Service reputation solid foundation for a Services Company

Lessons learned playing hard ball marketing in Philadelphia taught Alan Gay that services is the key to success in the information processing industry, and qualified him to be one of the coaches in the Southern Area Services Company.

Before he was named Philadelphia Services Center director in 1990, Gay was manager of the Process & Manufacturing branch office. His team marketed to large companies, and about 14 CIOs "really determined my destiny," says Gay.

It was one of these customer executives who got his attention on the need for IBM to change its marketing approach. "He told me: 'There's no question you have smart people, but I know you can't afford to do

everything I need done. You can't even afford to do any single project from start to finish; so, I have to either do it myself or hire somebody else to do it.

'And, once I've hired them to do the 80 percent you can't afford to do, it's really hard for me to take advantage of the 20 percent that you can do.'

"That hit me like a ton of bricks," says Gay, now area director of Services and Service Operations. "I suddenly saw that the foundation upon which we had built the IBM Company — customer relationships rooted in having very smart people worrying about what the customers care about — needed to be rebuilt for today's environment."

When the Philadelphia area offices closed in June,

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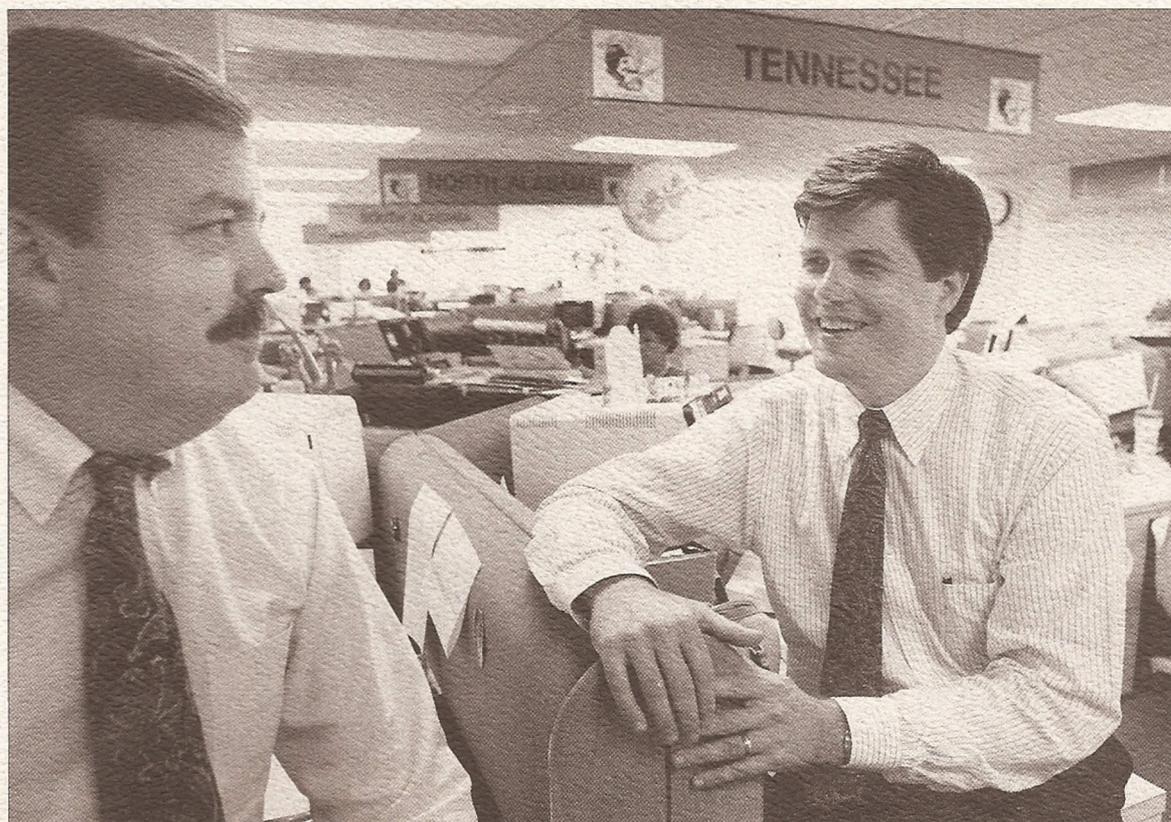
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Alan Gay (right) visits with Manager Brian Babin in the Area Communications Center, a round-the-clock hub for customer calls.

Swain, Jackson's OfficeVision specialist, set up and taught two classes at the customer's site that helped the company's programmers integrate the software with MTEL's customer tracking system. The first class familiarized the company with the AS/400 command language. The second showed them how to use OfficeVision more fully.

A virtually "paperless" system

This resulted in a successful marriage of MTEL's customer tracking database and the electronic mail capabilities of OfficeVision. Combined with the SkyTel paging system, the company has been able to virtually achieve a "paperless" messaging system, says MTEL's Senior Programmer Analyst Bill Cook.

"Now," he says, "we're automatically dispatching E-mail to sales reps through OfficeVision."

Since MTEL is a paging expert, the E-mail messages sent to sales reps' pagers contain enough information for sales people to begin meeting the customers' needs from wherever they are.

That's just one example of how the software has enhanced the company's efficiency, Cook adds. Since the system is tied with the telephone and paging system, it additionally has allowed the system to operate with fewer people than might otherwise be needed, thus reducing costs.

Swain says MTEL exemplifies what can happen when a customer is taught how to use the software to its fullest.

"OfficeVision does best when people get creative and tailor the software for their own environment," she says. "The main thrust of our customers in the 1990s is going to be for everything to work together."

For more information, contact Elizabeth Swain at T/L 756-8265 or 601/957-8265.

S. Florida goes international with PS/2, Services package

When a customer recently handed Jeffrey Ullman a shopping list, it asked for something unusual: delivery of other companies' products to international destinations.

The customer, Exxon Corp.'s ESSO Caribbean and Central America (CCA) division, initially wanted 129 PS/2 systems, burned-in and installed, in 16 countries in Central and South America.

The list included software and printers made by other vendors. Additionally, the entire package needed to be integrated into the customer's present system.

It was a tall order, by any stretch, considering it called for extraordinary services.

"When we ship products for offshore sale, we don't normally sell anything other than IBM," Ullman, an advisory systems engineer from South Florida, says. "And we don't do systems integration."

ESSO CCA wanted one U.S.-based source to handle everything, from getting the proper surge protectors to meeting U.S. government export regulations.

Ullman thought: Who better to provide those services than IBM, which already has substantial international resources and is capable of meeting the needs of a customer like ESSO CCA?

So, "Instead of saying, 'No, we can't do that,' we said, 'Sure, why not.'"

Ullman says.

Ullman was part of a team that included Account Marketing Rep Sean Slattery and ESSO Account Marketing Rep Elena Suarez. They received assistance from Account Support Rep Frank Sanchez and Marketing Rep Trainee John Santalo.

The work required close cooperation from numerous IBM organizations, including IBM U.S.; IBM Latin America; IBM Canada; IBM Europe/Middle East/Asia; IBM International Purchasing Organization and Distribution Center; IBM International Product Safety Review Board; and also General Business Machines Corp. and LexMark International.

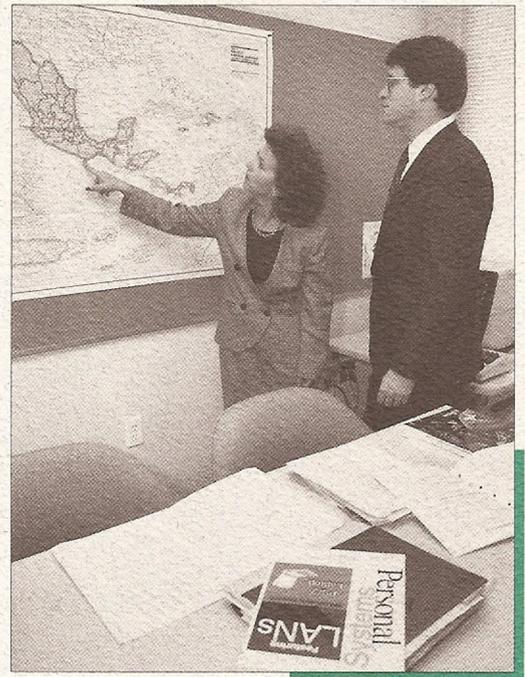
The order called for PS/2 systems and matching displays, IBM DOS 5.0, and 121 LexMark 4019 printers. It also called for the acquisition and resale of products from Microsoft Corp., Lotus Development Corp. and Tripplite Corp.

The contract followed a 1991 agreement that included 77 PS/2 systems. To date, IBM has shipped a total of 206 systems to most of

the 23 countries ESSO supports. IBM revenue from the two contracts totaled \$1.3 million in hardware and software plus \$200,000 from services.

The team believes that, as national economies become intertwined, the need for truly international vendors like IBM is becoming greater.

For more information, contact Jeffrey Ullman at T/L 235-5025 or 305/441-5025.



Elena Suarez and Jeffrey Ullman view a map of Central America.

"Instead of saying 'No, we can't do that,' we said 'Sure, why not?'"